

Consumer Health in Laos

Market Direction | 2022-10-06 | 53 pages | Euromonitor

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Report description:

Rising incomes and urbanisation drove sales of consumer health over the review period, with a widening focus on health and wellness benefiting sales. However, per capita consumption remains low, with most consumers unable to afford these products, while limited rural distribution also hinders sales and awareness. In 2022, the COVID-19 pandemic continues to positively impact most categories within consumer healthcare due to the even exaggerated concern surrounding health since 2020.

Euromonitor International's Consumer Health in Laos report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Health market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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